

Five Careers to Pursue with a B.S. in Public Relations

When students graduate from KU with a B.S. in Public Relations, they are prepared for a variety of career paths. With a degree in PR, our graduates are adaptable to an ever-changing job market. PR graduates know visual communication design, business-style writing and copy editing, and versatile techniques for any industry they enter.

Whether you want to become a PR specialist, marketing manager, or anything in between, here are just five sample careers you can choose from with a PR degree.



- 1. Public Relations Specialists** work to create and maintain the public image of a client.
- Median annual salary: \$66,750
 - Job outlook: 6% projected growth (2022-32)

- 2. Marketing Managers** identify markets and estimate demand for products and services. They develop strategy and work closely with sales, promotions, and advertising staff.
- Median annual salary: \$157,620
 - Job outlook: 7% projected growth (2022-32)



- 3. Fundraising Managers** are responsible for planning events and campaigns to bring in donations for their clients.
- Median annual salary: \$119,200
 - Job outlook: 6% projected growth (2022-32)

- 4. Media Programming Directors** coordinate activities, prepare copy and news announcements, and monitor programming.
- Median annual salary: \$ 82,510
 - Job outlook: 5% projected growth (2022-32)



- 5. Editors** work to review and revise content for publication. They read, look for errors to correct, and work with writers to develop ideas.
- Median annual salary: \$75,020
 - Job outlook: 4% projected decrease (2022-32)



Oh the places we go!

Using their degree, KUPR graduates have gone to work for PR firms, marketing agencies, and more.

“The Public Relations major gave me everything I had wanted out of college. PR exists no matter what industry you want to work in so it provides students freedom to pursue their specific passions.”

Evan Santos
Coordinator, Olympics Operations at NBCSports
2023 PR Graduate



Professional Development

American Advertising Federation

The AAF is an organization dedicated to advertising, making connections within the industry, and promoting the field. KU’s chapter works on promoting advertising projects and creating a space for students to learn about the industry.

Visit us at: www.aaf.org

PRSSA

The Public Relations Student Society of America (PRSSA) is a nationally recognized student-run organization for aspiring PR professionals. Our KU chapter meets throughout the semester and hosts events for students. KU’s PRSSA is focused on developing skills for all majors, including writing, leadership, service, and professional development. Learn more by visiting:

www.prssa.org



American Marketing Association

The AMA is an organization for marketing professionals to learn more about the field, participate in discussion, and attend events. KU’s chapter encourages students to grow professionally by hosting guest speakers, trips, and activities for members.

Learn more by visiting us at: www.ama.org

KU Clubs for Career Development

Communication Career Club

The KU Communication Career Club is a student-run organization that helps students from all majors with public speaking and effective communication. Communication Club meets throughout the semester to provide students with the resources they need to be successful speakers in any career they choose.

Social Media Strategists Club

The KU SMS Club is a student-run organization that meets throughout the semester to provide more information about the field, expand student networks, and participate in social-media related events. The SMS Club is open to students of all majors.

Skills You Learn Through KU's PR Program

The PR program at KU offers numerous courses that are adaptable to your career interests and skillsets. Our courses intersect with the English and Communication departments, offering insight into real-life PR cases, campaigns, visual communications, ethics, and more. We've developed a guide to tailor your classes to the skills and future career you want.

PR Specialists

Skills

- Writing
- Public speaking
- Problem-solving
- Interpersonal skills
- Organization



Courses to Build PR Specialist Skills

COM 170: Introduction to Public Relations
Learn the fundamentals about public relations in this course. You gain essential knowledge about PR related topics including press releases, crises, theories, career paths, and legal considerations.

PRS 310: Public Relations Research
This course teaches you the necessary research skills you will need to develop PR campaigns. You will study PR objectives like development, management, and the evaluation of PR campaigns through learning research techniques.


PRS 380 & 381: The Agency
The Agency is the two semester capstone experience for Seniors to practice PR. In this course, you will apply the skills you have learned in previous courses for an actual client by writing press releases, creating visual communications, and monitoring your client's audience.



Fundraising Managers

Skills

- Leadership
- Create promotional publications
- Plan policies/ procedures
- Creativity



Courses to Build Fundraising Manager Skills

PRS 250: Public Relations Ethics and Law
Fundraising managers need to know legal policy and ethics when receiving grants and donations. This course teaches you a broad understanding of legal and ethical issues.

WRI 226: Newsletter Writing and Design
Fundraising managers are skilled in designing publications for clients. Learn to write and design visual communications like brochures and newsletters in this course.

WRI 316: Public Relations and the Corporate Environment
Fundraising managers are skilled in representing a client in the corporate environment. You will learn internal and external corporate communication strategies.



Skills You Learn Through KU's PR Program

Marketing Managers

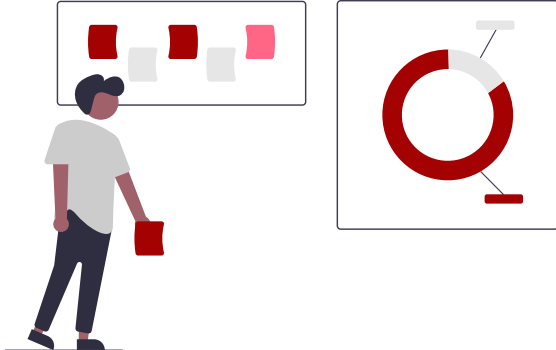
Skills

- Persuasion
- Writing
- Negotiation
- Critical thinking
- Analytics

Courses to Build Marketing Manager Skills

COM 319: Integrated Marketing Communication
Learn how marketing and advertising compliment each other through a PR lens. You learn integrated marketing benefits and develop IMC deliverables.

MKTG 210: Principles of Marketing
This course will teach you a broad overview of the marketing field. You will learn about customer needs, promotions, social responsibility, and product planning.




MKTG 357: Integrated Marketing Communication Campaigns
Building on the skills you learned in COM319, you will develop an actual IMC campaign for a company. You will create sales promotions, brand event planning, and practice PR for this client.

Editors

Skills

- Writing
- Copyediting
- Revising



Courses to Build Editor Skills

WRI 213: Copyediting — Revision and Style
In this course, you learn essential copyediting skills of grammar, sentence structure, and clarity through peer review, writing assignments, and exercises to sharpen your revision skills.

WRI 111: Journalism I
Every PR writer and editor knows Associated Press (AP) style. This course teaches you the skills you need to write for publication. You will learn how to write leads, inverted pyramid style, and all the grammar rules of AP style.

WRI 216: Writing for Public Relations
One of the most important skills an editor will learn is clear and effective written communication. This course teaches you how to write news releases, donation request letters, biographies, and media kits.

WRI 217: Storytelling in Public Relations
Learn the foundations of narrative theory and practice storytelling skills through writing fact sheets, interview feature stories, and videos in this course.

KU's Clubs and Organizations to Further Develop Your Editorial Skills

- The Keystone
- English Club
- ShooFly Literary Magazine
- Essence Magazine



Minor in Public Relations —KUPR—

Minor in Public Relations at KU

Public Relations is a growing field where your voice can influence and strengthen relationships between a client and their audience. Your PR minor will prepare you to develop visual communications, effective messaging, and clear writing for any career you enter.

Skills You Learn Through A PR Minor:

- Strategic communication
- Copyediting
- Designing visual communications — newsletters, factsheets, and videos
- Storytelling
- Research

Learn more about a PR minor at KU by contacting:

✉ aobrien@kutztown.edu

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References

PR Specialist salary: <https://www.bls.gov/oes/current/oes273031.htm>
Media Programming director salary: <https://www.onetonline.org/link/details/27-2012.03>

